



## Hybrid TV enters New Zealand market with Telecom as key partner

AUKLAND, New Zealand and SYDNEY, Australia, 17 September, 2009 - Telecom broadband will enable TiVo entertainment downloads with no impact on customers monthly data allowance in exchange for exclusive retail opportunity in New Zealand market.

Hybrid Television Services, the exclusive licensee of TiVo products in Australia and New Zealand, and Telecom New Zealand today announced a partnership that will see TiVo delivering unmetered entertainment to NZ living rooms from November.

The deal will provide Telecom broadband customers with the ability to download movies and the latest shows to their TV with no impact to their monthly broadband data allowance as well as access to all of the New Zealand-based Freeview|HD digital free-to-air channels.

The TiVo media device allows viewers to pause and rewind live TV, record every episode in a series with the Season Pass feature, auto record favourite actors using the WishList search and provide a safe viewing environment for their children with TiVo KidZone.

In addition to unmetering all of the broadband content, Telecom will also unmeter games and information services as well as the 14-day on-screen guide and software updates within the TiVo.

Robbee Minicola, CEO of Hybrid TV: The partnership between Hybrid TV and Telecom is an outstanding result for the New Zealand consumer. We are very pleased to have the largest telecommunication provider support our efforts in supplying unmetered broadband entertainment to the TiVo media device.

In addition to getting the best of free-to-air digital TV, Telecom customers will have access to broadband entertainment and only pay for what they view instead of paying monthly subscription fees.

When we announced our plans to launch in NZ back in March of this year we were greeted with a high level of interest. We are confident that New Zealanders will enjoy the entertainment choices, convenience, and value we will provide just in time for Christmas shopping, said Ms Minicola.

Alan Gourdie, CEO Telecom Retail: TiVo represents a revolution in the way Kiwis watch television, this new entertainment service allows the freedom to watch what you want, when you want and enjoy top rated movies on the television without impacting your monthly broadband data allowance.

We are delighted to add this world class entertainment device to New Zealand's most popular broadband service. says Mr Gourdie.

At launch the TiVo Media Device plus the Wireless Adaptor will be sold as a bundle for NZ\$920.00 (incl. NZ GST) from Telecom retail stores, customer service channels at 123 and online at [www.telecom.co.nz/mytivo](http://www.telecom.co.nz/mytivo)

Telecom will also offer a deferred payment option of 24 monthly payments of NZ\$30 plus an upfront initial payment of NZ\$200 (incl. NZ GST) which is placed on the customers Telecom phone bill.

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NOTES TO EDITORS

About Hybrid Television Services (ANZ) Pty Limited

Hybrid Television Services (ANZ) Pty Limited is the exclusive licensee of TiVo products in Australia and New Zealand. The TiVo media device in New Zealand is Freeview|HD compatible and combines digital terrestrial television with outstanding broadband movies and TV programs, services and games. The product was originally pioneered in 1997 in the USA by TiVo Inc. In 2008, TiVo technology was brought to Australia by Hybrid Television Services (ANZ) Pty Limited. Hybrid TV is owned by the Seven Media Group (Australia) and TVNZ (New Zealand). For more information see [www.mytivo.co.nz](http://www.mytivo.co.nz) or [www.mytivo.com.au](http://www.mytivo.com.au)

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